

# Quarterly Report

Quarter 3, Fiscal Year 2007

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USAID – Counterpart International



## COMMUNITY TOURISM ALLIANCE



*Members of the CODEDE Sololá Subcommittee on Tourism.*



## **I. Executive Summary**

During this quarter, the project, in addition to activities directly implemented by Counterpart, began to implement almost all sub agreements with Alliance partners for all project activities.

In the Altiplano, we have actively participated to provide technical assistance in the Subcommittee on Tourism in Atitlán (dependiente del Consejo Departamental de Desarrollo [CODEDE]). We have also established the basis for marketing and marketing support to destinations such as municipal regional parks (San Pedro La Laguna, Santa Clara La Laguna), community associations (Rupalaj Kistalin [San Juan La Laguna], ASAEKO [Chikabal]) and associations (Mankatitlan). Working with the Solar Foundation has strengthened community partnerships directly related to tourism in San Juan, San Marcos and San Pablo La Laguna. Meanwhile, we are still marketing AGEXPORT craft products from associationis located in the southern basin of Lake Atitlan, reaching satisfactory levels of sales.

In Petén trainings were conducted in Marketing and Business Plan Development for certified companies together with FUNDESA and Alianza Verde. We have also supported the CET in the design certification training for SMEs. It has continued working with municipal CTAs facilitating workshops according to the needs identified. Furthermore, together with WCS - Balam Association has taken up the work of strengthening tourism in Paso Caballos, with the support of America Rodriguez. We also successfully implemented the 2007 season of the Turkey Project in Uaxactún and Carmelita communities, serving a total of 30 customers who generated revenues of \$ 56,000.00. Parallel studies were conducted that confirmed the possibility of extending such activities in AFISAP management unit, next to Carmelita, with the aim of extending this project in the 2008 season. Finally we have continued participation in the Mesa Multisectorial Mirador - Rio Azul participating in various committees and in particular activities such as the development of the interpretation plan for Mirador.

In Verapaces activities focused on supporting communities that make up the route Puerta al Mundo Maya in implementing plans and evaluating the activities of Easter 2007, the main tourist season in the region. In addition, we worked with community associations in improving the accounting records and destinations. On the other hand, we have continued to expand the activities of support and technical assistance to include other community destinations as Rocjá Pomtilá and Chilascó.

In conjunction with the Association Izabal Ak 'Tenamit we are supporting the program Specialists in Sustainable Tourism, in which 78 students (most from local Q'eqchi communities) are attending the 4th, 5th and 6th years of the program . With the support of The Alliance five students from partner communities joined the program of the National Federation of Community Tourism in Guatemala. As part of their practical classroom activities, students pursuing the degree managed three businesses owned by the Association tour Ak 'Tenamit a) The Coffee Tatin b) Store Tatin c) Buga Mama Restaurant (located in Livingston). These businesses enjoy a high reputation for good service, enabling them to serve about 7,000 tourists during the quarter.

Nationwide we implemented workshops and provided technical assistance to MSMEs and community groups on issues of management, marketing, human resources and imaging, working with FUNDESA.

In the access to credit and financial services component, there was no progress because the activities of the Programme GuatelInvierte Dacrédito are detained with all banks in the system and financial institutions that are part of it, because the program requires between 0-1% interest rate to program beneficiaries.

In the certification component, adaptation of the Guide to Good Practice for Sustainable Tourism aimed at communities continued. Furthermore, in conjunction with Alianza Verde and FUNDESA we conducted seminars and visits to promote the certification initiative in Guatemala City, Solola, Verapaz, Retalhuleu, Petén and Chiquimula.

In the Promotion and Marketing component, there was continued development of Fact Sheets for community destinations and advice to some destinations for strategic planning of their promotional activities. After a workshop to lay the foundation for the Geotourism Initiative, the Geotourism Charter was signed on April 24 in an event that generated much media coverage nationally and internationally.

In total, the activities of the Alliance for the current quarter generated approximately \$ 1.2 billion Quetzals in tourism sales and U.S. \$ 271,000 from sales of handicrafts. We attended to approximately 70,000 visitors and 114 organizations were strengthened in tourism, crafts and MSMEs.

## **II. Introduction**

The Community Tourism Alliance (the Alliance) - is a public - private partnership of leading tourism development organizations whose objectives are: (a) support and create new community tourism enterprises and small and medium tourism enterprises in rural areas of Guatemala, (b) improve access to marketing, product design and financial services for small and medium tourism enterprises, (c) improve the capacity of local communities to manage and conserve cultural resources through tourism and d) improve support to local communities to participate in the conservation of biodiversity in the regions around the project sites.

The Alliance coordinates its activities closely with the Government of Guatemala, through INGUAT, CONAP and MICUDE-IDAEH. On the other hand, the alliance develops activities for micro, small and medium scale tourism of the following regions: Petén, Izabal, Verapaces, Central Highlands and Western Highlands with special emphasis on areas affected by Hurricane Stan. During the third quarter of fiscal year 2007 (April-June 2007), we continued capacity building activities for community organizations and CTAs in Verapaz, Petén and Solola, where we are providing direct advice to the Council Subcommittee on Tourism Development Department. Building activities in administrative capacity, analysis of the events of Holy Week, and the design of training modules received great emphasis during this quarter. In addition, working with Solar Foundation we strengthened four community associations in the South Basin of Lake Atitlan. On the other hand, it was a very intense activity in advising and strengthening tourism SMMEs through joint work with the Centers of Tourism (CETs) of FUNDESA. We also came to implement activities together with Ak Tenamit in Izabal and the Turkey Project in Petén, which have shown a high level of impact in the communities where they are based and significant leveraging.

As for the adaptation of the Guide to Best Practices for Sustainable Tourism, we are ready to test with the communities 6 environmental modules and have begun work on the economics of the guide. Expected early next quarter, the community association Rupalaj K'istalin of San Juan La Laguna should pass the last audit certification to become a certified community new operation and will continue to give technical support.

The marketing component has not yet established a methodology of work with community destinations, which is based on the development of Fact Sheets which then serve as the basis for developing other promotional materials. This initiative has been well received by several destinations that need to increase their sales. Within this component, a workshop on Geotourism information and education with Alliance partners took place and then the June 24 agreement was signed between

ANACAFE Geotourism, INGUAT, CPI and National Geographic, generating great interest and coverage nationally and internationally.

Activities related to the development and marketing of handicrafts continued to show positive results this quarter, projecting the visit of international buyers, tracking contacts and sales of the Gift Fair in New York and coordinating with chains like Wal-Mart and CEMACO for marketing nationally and regionally.

The following describes the activities implemented during the current quarter, separated in the different components: 1. Capacity building for local, regional and national tourism organizations, 2. Access to credit and financial services, 3. Certification, 4. Promotion and Marketing, 5. Marketing and Handicraft Development in Areas Affected by Tropical Storm Stan and 6. Other Recovery Activities Post - Stan.

## **1. Capacity building for local, regional and national tourism organizations**

### **1.1 Training in tourism services:**

#### ***Petén:***

CPI supported the Tourism Enterprise Center (TEC) of FUNDESA in designing training in Good Practices in Sustainable Tourism, which will be given to small and medium tourism enterprises in the southern Petén Department.

#### ***Verapaces:***

In communities that make up the route Puerta al Mundo Maya, Chisec, Alta Verapaz, work in this area focused on advising community associations that manage tourist destinations in preparation for Easter 2007. In the previous quarter, with the support of CPI, they had conducted coordination meetings with the various associations and specific committees were created, including: security, guides, cooks, shops, among others. Earlier this quarter the CPI-Verapaces team supported them in logistics and coordination before and during Holy Week. Subsequently feedback meetings were held in each of the associations to analyze the strengths and areas for improvement.

Furthermore, in the town of Chisec, the interest of the population in tourism has increased in recent years. Students of the School of Bilingual and Intercultural Education "EMBI" decided to do a project on community tourism workshop in Chisec. A group of students became so interested in the topic, the students requested a workshop on Counterpart. This workshop was given to nine students with the aim of encouraging them to gradually become interested in the tourism development of the municipality.

In the community of Rocja 'Pomtilá', located in the town of Coban, near the National Park Laguna Lachua, a workshop on quality of service and tourist service was aimed at community leaders, guides and cooks from the Association for the Integral Development of Rocja 'Pomtilá' (ASODIRP). 7 women and 9 men took part. This is one of the member associations - FENATUCGUA - which remains supported by Counterpart in building activities in tourism services, administrative ability and marketing capacity.



***Altiplano:***

Because of the needs identified during the previous quarters in the area of the Altiplano, the team decided to develop a CPI reinforcement training and basic English tourist guide training for some of the beneficiary community tourism initiatives of the Alliance. This training is to reinforce existing knowledge related to tourism guiding because most communities have received the course but have not been effectively monitored. Another aspect to note is the fact that most of the community organizations evaluated agree that one of the main local interests is to communicate with customers in basic English. CPI has developed a training module that seeks to allow local service providers to at least welcome, introduce, and explain specifically the tourism product to the visitors in English. This, according to several local representatives, can also contribute to improve the service by raising the level of trust for all who come into direct contact with visitors. The training modules will be offered initially in: 1. San Juan la Laguna (Rupalaj K'istalin), 2. San Pedro la Laguna (San Pedro volcano Guides), 3. San Marcos la Laguna (Maya Kakchiquel Youth Association) and, 4. Volcano and Lagoon Chicabal (ASAECO).

Currently the Ecological Farmers Association of Lake Chicabal (ASAECO) has expressed the need to improve the quality of their services. Thus, CPI coordinated a diagnostic visit and in which it was determined that the onset of support that can be given is precisely in tour guiding; however additional shortcomings were recognized in services such as customer care, service quality, heritage management, and strengthening marketing, among others. Because the Chicabal volcano and lake is a site with a high percentage of visitors, it is critical that local service providers achieve a better standard and quality. It is also considered important to consolidate the national target and is now well known but only locally and regionally (Quetzaltenango).

**1.2 Strengthening of administrative capacity:*****Petén:***

Together with Green Alliance and FUNDESA, trainings were conducted in Marketing and Business Plan Development for certified companies in Petén. These trainings were carried out on 15 and 16 of May at the Hotel Casona del Lago, Flores.

CPI facilitated two workshops for members of Poptún CTA, San Luis and Dolores, focused on the design of a project and profiling for tourism development for the Hill of the Three Crosses.

For El Remate CTA members, training was given on the same organizational structure and its integration within the Departmental CTA. Also in support of the follow-up to CTA Petén Department, in coordination with regional headquarters INGUAT and the Japanese International Cooperation Agency (JICA), funds are being gathered to conduct a seminar workshop focused on designing a strategy of Tourism Development for CTA Petén.

With support from WCS - Balam Association, we are taking up the work of strengthening tourism in Paso Caballos. As presented in previous reports, in Paso Caballos problems persist because of a division between the two groups involved in community tourism (ATUPAC and Guacamaya Committee), which have made progress in the planned activities. As of June, with the support of America Rodriguez, we have scheduled visits in the community to better understand the problems in the community and identify strategies for strengthening the tourism in the area. For now it has been defined to make an effort to work through COCODE to reduce the impression that it leans more to one group than another.

Similarly, we have initiated a series of visits to member organizations of the Tourism Commission of ACOFOP, Carmelite Uaxactun Custosel, AFISAP and Green Tree. These outreach activities will enable the development of a strategic plan which will fall off the priority activities to be developed in the last quarter of fiscal 2007 and into fiscal year 2008.

In the community of Carmelite last quarter meetings were held to publicize a regulation for COCODE and Cooperative, which focuses on the coordination of activities between the two organizations, as well as their roles and obligations. Following the strengthening of community organizing, two workshops took place in the community to discuss a specific regulation of the tourism commission. Unfortunately, very few people participated in those meetings, so Balam Association had contracted the work to publicize the content. However, the contractor left the community and many of the inhabitants are now working on the activities of the Archaeological Project El Mirador, so they have not yet completed the discussion and adoption of the rules.

CPI participated in a committee established by the Bureau Multisectoral Mirador - Blue River to develop an emergency plan for the Carmelite Community. This committee is also composed by CONAP, CECON, WCS, ACOFOP, Balam and the Cooperative Association Carmelita. The committee defined a plan that includes topics such as: strengthening COCODE, Cooperative and Tourism Commission, Security, among others. This plan will be presented at the next Cooperative Assembly Carmelita to take place in early July. This plan is expected to be discussed and approved during the meeting, as representatives of the Cooperative did not attend the meeting.

### **Verapaces:**

In Chisec Alta Verapaz, we implemented workshops focused on raising the self-esteem of the members of the community tourism associations in the communities of Mucbilha 'I, Candelaria and La Union Cemetery. During the feedback meetings held after Easter, it was detected in these communities that the members of these associations are discouraged after Easter, seeing no similar income for the rest of the year. Also on topic of self-esteem we included information on the seasonality of the tourism industry.

CPI supported the Association of Tourism Chisec (AGRETUCHI) in organizing and facilitating their special meeting. This meeting focused on discussing the challenges that exist in the association and strategies to overcome them. Also discussed were community organizational problems in some tourist destinations that have resulted in the reduction of the quality of services or infrastructure deterioration.

CPI supported the Association for Integrated Rural Education Cancuen (AMERICA)-formed by the communities surrounding the archaeological site Cancuen, Sayaxché, Petén- in improving the organization and logistics for the marketing of cut stones. The Association was benefited by a project implemented by the Forest Kiej company, focused on improving the quality of design carved stone handicrafts and marketing. CPI has supported the organizing of AMERICA.

In the Commonwealth of Chilascó, Baja Verapaz, a study was completed by the Association for Sustainable Development of Chilascó (ASODECHI). This assessment identified that one of the main weaknesses of the partnership was their pricing structure. Therefore, Counterpart focused on initiating a series of participatory workshops focused on developing a cost analysis of operation of tourism services provided by the association. This activity is also being carried out by the Association of Development and Environment and Conservation Ethnotourism Ambeinte of Pamuc (ADECMAP).

### ***Altiplano:***

On June 28, CPI participated and supported in conducting the first annual meeting of the Board of Directors of the Federation of Community Tourism in Guatemala (FENATUCGUA). We worked jointly to start a long-term operating plan for the federation. We also carried out a short workshop concerning the development of a trefoil to market destinations of the organization; however this activity is detailed later in the marketing component.

The Subcommittee on Tourism Atitlán (Cabinet Department of Development [CODEDE]) has done important work in the development of tourism in the department of Solola, where CPI process has been a key player. Since the adoption of the Tourism Promotion Plan Atitlán as the main tool, the subcommittee has worked primarily in the study and promotion with local stakeholders. Currently the members of this organization, representatives of associations, NGOs and private businesses around 11 municipalities have dedicated themselves to take joint coordination of tourism. That is why CPI has taken on the task of directing and strengthening administrative capacity, especially in meetings that have been held weekly for most of the quarter. On Thursday, June 20, in conjunction with the newly formed Guild of Hoteliers of Panajachel, the subcommittee held a workshop in Hotel Porta Hotel del Lago during which there was a presentation by Mrs. Nora Cecilia Garay representative of El Quindío, the best destination in rural Colombia. Ms. Garay was hired by ANACAFE, PRONACOM and the Ministry of Public Works of the First Lady (SOSEP) and her job is to strengthen the tourism sector in Atitlán so their

participation was of invaluable help to motivate local management and planning. The result of this first workshop, which attracted more than 45 participants from all sectors, was a plan for a more formalized to be held on July 11. An important part of this first public workshop was the presentation of the work of the subcommittee to the represented tourism sector. Since then, we have attracted greater interest in participating in sector activities and the work of the subcommittee.

Moreover, within the same subcommittee, we have done work for prioritizing short-term actions with impact at the departmental level. Among them include the development of a tourist image of Lake Atitlan. In this and other important actions, CPI will have a decisive role in the tourism sector of Solola. During the past quarter CPI facilitated the development and operation of the site [www.turismoatitlan.150m.com](http://www.turismoatitlan.150m.com), and it has become an important tool of communication and information for the operation of the subcommittee. In July, the said Subcommittee will work with INGUAT to seek integrating with Counterpart commitments for activities that have already been launched.

### **1.3 Technical assistance in image, marketing and financial management:**

Through an agreement with FUNDESA were implemented seventy-seven (77) technical assistance in the areas of:

- i marketing,
- i human resource administration, and
- i financial administration.

These consist of technical assistance visits and advice from an expert on the subject (one of three for each assistance) to MSMEs that request it. During the visit, a SWOT analysis is performed on the subject in which you are working and from this are generated proposed recommendations to improve the performance and competitiveness of the company. The technical assistance will be promoted through the network of Centers of Tourism (CETs) that FUNDESA operates in Antigua, Atitlan, Izabal, Verapaz, Quetzaltenango, Retalhuleu and Petén. The issues of technical assistance were defined by a survey by FUNDESA in the regions where they work in their CETs. Significantly beneficiaries of technical assistance included community organizations such as the Girl Guides Association and the Association K'istalin Rupalaj Ak 'Tenamit. Below is where the technical assistance was provided by region and theme.

<b>Region / Department</b>	<b>Topic of Technical Assistance</b>	<b># of MSMEs beneficiaries</b>	<b>Activities of the MSMEs</b>
<b>Altiplano</b>	Financial administration	14 (including a community association)	Lodging, meals, tour operator
Sololá	Marketing	10	Accommodation, food, services, crafts



Quetzaltenango	Human Resources	8	Accommodation, food, Spanish school, tour operator
Sactaepéquez	Financial administration	17	Accommodation, food, service, Spanish school
<b>Izabal</b>	Financial administration	9 (including a community association)	Accommodation, food, Spanish school
<b>Alta Verapaz</b>	Human Resources	16	Lodging, meals, tour operator

Furthermore, image techniques were developed in 28 MSMEs of Petén and Retalhuleu. These consist of the advice of an architect who does a SWOT analysis of the company's image and draws it together with a series of recommendations to improve the image. A challenge in this type of assistance is to enable beneficiaries to implement the improvements that have been suggested. The following table presents a summary of the companies that received technical assistance in image according to their geographic location and type of activity.

Location	Lodging Companies	Food Companies	Travel agencies and other services
Retalhuleu	5	3	1
Petén	10	7	2

#### 1.4 Manejo del patrimonio natural y cultural en comunidades anfitrionas:

##### **Verapaces:**

As part of the advice given by CPI to communities that make up the route Puerta al Mundo Maya for Easter 2007 in Chisec, Alta Verapaz, we worked in logistics and coordination for the management of tourist groups. With guides groups we established in each community rotations, maximum numbers of tourists per group and rules of conduct during the tours. These measures helped to reduce the negative impact from visitors.

##### **Petén:**

Between Tuesday and Friday May 2-4, CPI participated in a workshop with representatives of the U.S. Interior Department, CONAP, IDAEH and Mirador project to design the Interpretation Plan for the archaeological site of El Mirador. During this workshop we discussed several topics on the general framework of interpretation on site-specific issues and tools, designs and preliminary measures to manage potential

impacts caused by visitors. CPI has been asked to continue to support the parallel processes of Master Plan and Public Use and the community organization.

Within the specific regulation of the tourism commission Carmelita considerations are included the management of natural and cultural heritage; once approved it is expected that these apply in the route to the Mirador archaeological site.

Counterpart continues to participate in the meetings of the Bureau Multisectoral Mirador - Rio Azul for the management and conservation of the National Park Mirador - Rio Azul and its attachment areas. In this table are working committees in which CPI has been directly involved, including fees related to tourism development issues and strengthening community organization in Carmelita. Importantly, results of this work are proposals to solve the problems caused by the construction of a visitor center in the community, creation of a regulation for COCODE and Cooperativa, and the draft regulation of the Commission of Tourism. This dialogue has allowed consensus-building aspects for management of the area between communities, NGOs and government.

### ***Atitlano:***

It seems that one of the main requirements is Chicabal stewardship of the natural and cultural heritage. For their ecological importance and for being one of the largest spiritual or sacred sites of Guatemala, Chicabal needs attention, as we recognize with ASAECO members. Therefore, within the next quarter's goals is to make at least one workshop in this sector, and to facilitate someone else in the Lake Atitlan, if possible.

### **1.5 Strengthening community coffee tours:**

Has not yet been completed by the consulting firm hired to identify key Anacafé building needs of community tours coffee set. When this is complete, CPI and Anacafé will coordinate follow-up actions to strengthen them.

Meanwhile, CPI has met Nora Cecilia Garay, a Colombian consultant, who is designing rural tourism routes whose main product are coffee farms in the Highlands and South Coast, to preliminarily explore other areas of coordination between CPI and Anacafé.

### **1.6 Strengthening the formal education program Specialists in Sustainable Tourism**

CPI - USAID, through a donation to the Association sub Ak 'Tenamit, has supported the strengthening of Specialists in Sustainable Tourism works in Izabal.

The Specialists in Sustainable Tourism arises because the Izabal region has a great potential to become a recognized destination for sustainable tourism and ecotourism. However, to ensure that the tourism resources of the country and the region are

developed in the right way, it is necessary to train professionals with knowledge on tourism and ecotourism. Through proper education we can make sure that these resources are managed in a sustainable manner, and that the benefits of tourism are geared to better conservation and improvement of the living conditions of communities. The Specialists in Sustainable Tourism offers students a complete training that strengthens the cultural identity of each person and provides the basic knowledge in tourism and ecotourism to enable students to excel within their communities and help improve the quality of life there. Students, mostly Q'eqchi, receive courses that promote independence through self-learning methodology. This will facilitate a group of young people from the region to stay in the area to work for the community tourism development and responsible use of resources.

With the support of CPI □ USAID, the program totaled 78 students, mostly local residents from Q'eqchi communities who are taking the Specialists in Sustainable Tourism between 4th, 5th and 6th expert (see list in Annex 2). During this year the five students joined the program from partner communities of the National Federation of Community Tourism in Guatemala, giving special priority to indigenous women. These students represent the following communities: Muchbilha 'I and Candelaria Camposanto (PN Candelaria Caves, Chisec, Alta Verapaz), El Zapote, Sayaxché, Petén and Pamuc, San Cristobal Verapaz, Alta Verapaz.

Students pursuing the expert, managed three businesses owned by the Association tour Ak 'Tenamit as part of the practical activities of the program: a) The Tatin Café (located at the headquarters of the Association in the Rio Tatin which provides food service to tourists who visit the site and conduct tours on trails), b) Store Tatin (also located in the headquarters of the Association in the Rio Tatin which sells handicrafts of local communities under the principles of fair trade) and c) Buga Mama Restaurant (located in Livingston, Green Seal certified under the Green Deal Alliance, which has positioned itself as one of the best tourist restaurants and the main center for holding events in Livingston). In addition to support in the training of students, coordinating activities with the Project for Community Tourism Alliance has focused on improving the marketing of tourism businesses operated by the Association and students. These activities have helped serve a total of 2,060 tourists in Buga Mama Restaurant (1,910 domestic and 150 foreign) and 4,957 at Cafe Tatin (4,051 domestic and 906 foreign), generating a total of \$ 18,229.77 in sales for the current quarter.

### **1.7 Strengthening and Expansion of the Turkey Project**

During the current quarter we tracked the preparation for the 2007 season in Turkey Project Uaxactún communities and Carmelita, located in the Multiple Use Zone of the Maya Biosphere Reserve. The sustainable use of the ocellated turkey is a complementary economic activity that takes place in the reserve, allowing additional income to communities while reducing pressure on this species caused by uncontrolled hunting. During this quarter, the project strengthened Turkey Committees and Uaxactún Carmelita in improving camps used for this activity, monitoring and location of adult male specimens (only allowed for controlled hunting

as a management plan approved by CONAP), and attention to customers and logistics.

CPI project support the Turkey project in managing the authorization of the management plan in question to CONAP, which had been delayed by the adoption of the Rules of the Game and Fish Act Sports. Finally CONAP issued a temporary measure that guarantees the realization of this project for this year.

In Uuxactún community during the month of April, attended a total of 18 customers, which generated gross revenues of \$ 36,000. At the same time, 12 clients were served in Carmelita, who generated income of \$ 20,200.

Parallel studies were conducted on the population of this species in the management unit AFISAP, next to Carmelita, with the objective of evaluating the potential of it to extend the project in the 2008 season. The study results were satisfactory showing that the population of this area is suitable for the expansion of the project and that the area already has adequate basic infrastructure that will reduce costs for implementing the same. It is intended that by 2008 in harvesting activities will be shared with AFISAP Carmelita, which will cater to a larger number of customers and generate additional income in other areas of the Multiple Use Zone. It is important to note that studies show that this activity has been effective in reducing the pressure of this sort, the generally higher income compared to consumer hunting and illegal trade local.

## **2. Acceso al Crédito y Servicios Financieros**

During this quarter there were no developments in this component. Currently the activities of GuatelInvierte Trust and Program Dacredito are in detention with all banks in the system and financial institutions, because it is demanding between 0-1% of the default rate from program beneficiaries. According to the participating banks, this situation is unreal in rural Guatemala as even in traditional loans these rates are higher. This situation does not allow GuatelInvierte to authorize any credit for the time.

CPI in coordination with ATS and the Central Bank are examining other alternatives to continue the program of access to credit and financial services to tourist and craft MSMEs.

## **3. Certification**

### **3.1 Design of training and technical assistance on best practices for sustainable tourism and certification for communities:**

After the necessary coordination and revisions made in Costa Rica by the Rainforest Alliance Division of Sustainable Tourism to the proposed adaptation of the Guide to

Good Practice for Sustainable Tourism, we are ready to test 6 environmental axis modules and have begun work on the economics of the guide. The modules completed are Water, Solid Waste, Pollution, Energy, Wildlife and Environmental Education. Regarding the adaptation of the Economic Axis, its contents were carefully evaluated and we noted the need to reduce it to 8 modules rather than 10 because some subjects were repetitive. In this account, we have begun with the adaptation of the first module. Regarding the environmental axis, it has been decided to add the topic of architecture and tourist infrastructure because it is considered more related to environmental impacts and their management. Therefore adaptation of this module and the remaining two will be held during the next quarter.

### **3.2 Technical assistance to communities and MSMEs in good practices in sustainable tourism:**

Assistance in good practice will start once communities have a few more modules adapted from the guide corresponding to the environment. It is considered that the issues discussed in this section are ideal to start technical assistance work. The environmental practices of most of the communities with which we work in the highlands need to be directed towards sustainability, and environmental modules, once appropriate, will be a tool to bring about needed change.

As part of the activities being undertaken to support the Solola Subcommittee on Tourism and following one of the strategic lines of the Atitlan Tourism Promotion Plan, we have implemented a virtual library of good practice, which has started to be fed by members of the community and can be accessed at <http://www.esnips.com/web/BuenasPracticasturismo> or at [www.turismoatitlan.150m.com](http://www.turismoatitlan.150m.com).

### **3.3 Accreditation of MSMEs with Green Seal Deal:**

This component is developed through an agreement with FUNDESA and in collaboration with Green Alliance.

On Thursday March 15 we held a seminar with Sololá companies to disseminate information on the Green Deal Certification Program. With this activity we sought to encourage more companies to join the certification process. Also, it looked to motivate companies to incorporate Best Management Practices in their daily operations, highlighting the benefits that such integration can yield in terms of economy for business, improvements in corporate governance and participation in the environmental management and culture of the region. Similar seminars were held in conjunction with Green Alliance FUNDESA and according to the information in the table below.

<b>Target Group</b>	<b>Date</b>	<b>Place</b>	<b>Number of Participants</b>
Small hotels in Guatemala City	13 April 2007	Old Post Office Building,	12



		Guatemala	
MIPYMES de Chiquimula	4 June 2007	Esquipulas	13

Following up on previous seminars, we conducted a second Sensitization Seminar with companies that have operations in the Historic Center. In this seminar, held on April 18 in the lobby of INGUAT with the participation of 10 entrepreneurs, we emphasized their interests in contributing to the rescue of the historic center.

Because participation in the seminars was not expected, and seeking to disseminate information to a larger number of MSMEs, the directors of the CETs made personal visits to spread the certification initiative. Visits by region are shown in the following table.

Region	Number of MSMEs visited to promote Green Deal certification initiative
Sololá	13
Las Verapaces	8
Petén	11
Retalhuleu	5

On 14 and 15 June we held an Induction Workshop for Business Green Deal Certification that was attended by 15 representatives of the Capital Company, Petén, Izabal and Alta and Baja Verapaz. During the workshop concepts were unveiled on Best Practices and Certification.

The Rupalaj K'istalin association of ecotourism guides in San Juan la Laguna is currently in the process of implementation of Best Practices. So far the association has been audited once. This initial assessment has allowed the members of the association to make changes in some practices and reach the level required by the label. K'istalin Rupalaj is currently refining the last details to attend the final audit which is scheduled for the day July 19, 2007. With this, Rupalaj K'istalin will be accredited with the Green Deal Seal. However, the final audit will be based on the review of compliance requirements and best practice in order that the process of accreditation of the K'istalin Rupalaj Association will be ensured.

Furthermore, we conducted a survey seeking to determine how they have changed the economic indicators of the companies that are certified with the Green Deal Seal. Although there is no conclusive information about the direct relationship between certification and better economic performance, it is a fact that sales and employment indicators have improved in general over time for certified companies. Annex 3 presents preliminary data on income generating certified companies.

These activities certify together a total of 30 MSMEs at the end of 2007.

#### **4. Promotion and Marketing**

##### **4.1 Development of promotional tools that includes project beneficiaries of the Community Tourism Alliance:**

During this quarter we continued the development of a binder of facts (fact sheets) to destinations that are part of the Community Tourism Alliance. The goal is that all destinations have a more or less uniform graphic image and above all they have the resources to copy photographs and graphics, which can then be easily used to produce any type of promotional material. Having these basic inputs was critical to capitalize on marketing opportunities for Puerta al Mundo Maya. To date we have revised designs by counterparts and just awaiting final approval of image use project by USAID to the following destinations: Gateway to the World Maya and each of its destinations, Heart of the Forest and San Juan La Laguna, San Juan Comalapa, Discover San Pedro-San Pedro La Laguna San Pedro and Volcan San Pedro La Laguna. Annex 4 shows an example of the fact sheets developed to benefit the project locations. This initiative has been developed in conjunction with the FENATUCGUA which expressed its pleasure at the products during the last meeting of its Board of Directors held in June in San Juan Comalapa.

Currently negotiations are underway with INGUAT for the content and images of these fact sheets to serve to feed the community tourism section on the site [www.visitguatemala.com](http://www.visitguatemala.com). We are also evaluating the possibilities of giving prominence to that section within the site.

CPI has been distributing the promotional materials of different beneficiaries in various regions of the country. Materials have been distributed to the offices of INGUAT in Petén and Atitlán and materials are exchanged between the various beneficiaries of the Alliance. In addition, we have advised some beneficiaries as San Pedro and San Juan La Laguna on best strategies for the distribution of promotional materials.

We provided an advisory to Chisec AGRETUCHI on the best use and care of the [info@puertamundomaya.com](mailto:info@puertamundomaya.com) email, which is an important avenue for feedback and for bringing attention to potential visitors to Puerta al Mundo Maya but it had been neglected in recent months. Furthermore the contents were updated on the [www.puertamundomaya.com](http://www.puertamundomaya.com) page to encourage repeat visits and keep the information relevant.

Durantede as stipulated in the agreement with FUNDESA designed an ad to promote the website in the journal [www.guatemalaenvivo.com](http://www.guatemalaenvivo.com) from Explore del Grupo TACA. The ad will appear in the August issue of the magazine and is expected to help increase page views and improve the promotion of destinations and their MSMEs. We have also placed reciprocal links within pages of Green Deal and Rainforest Alliance to increase visits and awareness of actions focused on best practices. The [www.Guatemalaenvivo.com](http://www.Guatemalaenvivo.com) page received approximately 171,000 visitors during the current quarter and is positioned as one of the first 10 pages of Google and Yahoo

with search criteria "Guatemala crafts +" and "+ Guatemala restaurants" which confirms it as a proper marketing tool.

On the other hand, we have been working in conjunction with CECI (Canadian Centre for International Studies and Cooperation) and FENATUCGUA for the development of a brochure on FENATUCGUA community tourism. The discussion on the objectives and concepts of brochure has been rewarding but long. The INGUAT has expressed its willingness to support the initiative.

In Petén we have been supporting the CTA Petén in identifying as one of the greatest needs to have a logo / image to begin their formal representations. The Alliance facilitated the work with a designer and Petén CTA already has a preliminary version of a logo that is being discussed and with feedback from its members.

#### **4.2 Re-entry of destinations served by the project in international fairs and press trips:**

During this quarter there were no press trips because the support of the negotiations of different destinations has taken a little longer than expected. In general there is some controversy to the terms in which support is provided to the destinations, particularly in the area of the Altiplano which is where most destinations are ready but in great need to increase their visit rates. The strategy for dealing with this situation has been to strengthen the institutional presence in the area and carry out all activities of dissemination, clarification and monitoring necessary at for the destinations. This account has been formalized as a working relationship to the topic of marketing with the destinations of San Pedro La Laguna, Santa Clara La Laguna (which is awaiting the opening of new facilities), and we are completing negotiations with Chikabal volcano and lagoon. It is expected that once the relationships are established and work plans are approved, a press tour can be made and perhaps we can participate in fairs or similar events in the next quarter.

#### **4.3 Marketing of certified tourism products and in process of implementation of good practice:**

Companies and destinations with the certified Green Deal Seal can be promoted through the portal <http://eco-index-tourism.org/es/>, a very powerful tool to promote destination certificates or the certification process. Advice was provided to the Girl Guides Association K'istalin Rupalaj to complete their application form to the site and hold the audit in early July to have their information included on the site. Similarly, it will provide advice to complete relevant information to companies and destinations that achieve certification in 2007.

On the other hand, we have started lifting textual information regarding tourist activity in San Juan la Laguna and the K'istalin Rupalaj Association. This information will be used for the preparation of promotional material to be published in English and Spanish, as a requirement for accreditation in the Green Deal. Besides the mentioned trefoil, we have developed an information sheet or "Fact sheet for San

Juan la Laguna" which will also be used to promote the destination and its cultural and natural products. Final approval of this document will be made in consensus with Solar Foundation and members of the Association of ecotourism guides at the beginning of next quarter.

Furthermore, within the Sub agreement with FUNDESA the portal [www.guatemalaenvivo.com](http://www.guatemalaenvivo.com) is being evaluated to improve advocacy efforts. This initiative seeks to track companies that have received assistance in making the image and display information to see if using the web tool is consistent and powerful.

#### **4.4 Geotourism Campaign:**

After respective coordination and achievement of commitments of INGUAT and ANACAFE as local partners for accelerated Geotourism initiative, activities began for the signing of a framework agreement and for the preparation of a work plan that would implement the actions of the initiative.

On April 12, a workshop was held at the premises of ANACAFE facilitated by Jim Dion's Center for Sustainable Destinations, National Geographic. The workshop discussed the concept of geotourism and presented the actions that make up a Geotourism Initiative. In the afternoon, the Counterpart team facilitated the development of a work plan that would serve as a guide to further actions of the initiative. The workshop was attended by representatives of ANACAFE, INGUAT, Counterpart, USAID and ATS / Bank of the Republic.

Some of the actions that have been implemented according to the plan developed during the workshop mentioned above include: (1) the nomination of sites tab has been reviewed by the appropriate committee and approved by INGUAT so it is ready for use, and (2) the Communications Commission and public relations had two work sessions in which we evaluated the resources each partner made available to the initiative and discussed possible strategies for the dissemination of the initiative and to receive nominations.

According to plan, the Geotourism framework convention (Geotourism Charter) was signed at the National Palace in Guatemala City on April 24 by representatives of National Geographic, INGUAT, ANACAFE and Counterpart, with the President Oscar Berger and U.S. Ambassador James Derham as witnesses of honor.

As was contemplated, the event generated extensive coverage of national and international media who emphasized the alliance partners Guatemala and National Geographic as well as the great opportunity to be one of the first countries to sign an agreement of this type. Some examples of coverage received by the event are included in Annex 5.

Following the signing of the agreement, the partners of the initiative (ANACAFE, INGUAT and Counterpart) met with USAID to present a proposal for additional funding to cover some costs associated with the implementation of the Geotourism

initiative. A first draft of the proposal was submitted to USAID and partners are currently in the process of revising it.

The initiative has been made public through participation in events of strategic importance such as the National Meeting of Autogestión Tourist Committees held on Tuesday 29 May.

Because some situations that have hindered communication between partners and the implementation of other measures referred to in the work plan of the Geotourism initiative, the partners have seen the need to rethink communications and review actions. We are scheduled to visit Jim Dion of National Geographic in early July in order to regain the initiative and redirect.

## **5. Marketing and Handicraft Development in Areas Affected by Hurricane Stan**

This component is developed in coordination with the commission AGEXPORT handicrafts. The activities in this quarter were focused especially on trade promotion activities, generating different opportunities in local, regional and international efforts to promote the products developed.

Within the various trade promotion activities were visits conducted by four international buyers from Australia, France, Puerto Rico and the United States generating sales of \$115,096.60, and the performance of two craft festivals in chain stores: Cemaco / Guatemala, and Walmart / Honduras with orders placed for \$143,272.27. Both actions generated sales for 25 companies and organizations in the artisanal sector in the amount of \$258,368.87.

Participation in international fairs is also an important component of the project but does not include participation at the show in New York to be held in August, so the companies of La Casa Cotzal decided to participate with their own resources, again exhibiting products developed under the project. To facilitate communication with customers, products will also be available online from July on [www.lacasaguatemala.com](http://www.lacasaguatemala.com).

### **5.1 Participation in international fairs**

As a result of monitoring participation in the New York International Gift Fair in January 2007, during the current quarter were 8 new purchase orders valued at \$4,700.00 from the same buyers attending the fair. These orders will be shipped during the month of June.

The collections received new orders are:

<b>Collection</b>	<b>Exporter</b>	<b>Amount in US\$</b>
Cosmetic bag sets and shopping bags	De Colores	\$ 700.00
Hand painted garden crockery	Casa de los	\$ 1,000.00



	Gigantes	
Beaded Jewelry	La Casa Cotzal	\$ 3,000.00
	<i>Total</i>	\$ 4,700.00

30% of the contacts made at the show have made new orders to date, and many of the customers also have reported good acceptance that have sold our products in their stores.

Following up and given the high interest generated at the last fair, the company La Casa Cotzal made the decision to resubmit the same products developed (beaded jewelry line) in a stand financed from its own resources, in the same fair in New York, but in the summer session which will take place from 11 to 16 August in the Javit Convention Center in the same section of Handmade in which they presented in January.

## 5.2. Local and Regional trade promotion

For the ninth consecutive year was organized the show room for the "Our Guatemala" Artisan Festival in coordination with the CEMACO store chain; this activity will be in the top three stores in the capital city (Pradera Concepción, Plaza Cemaco and zone 7) and the same will be performing from 30 August to September 24 this year.

To meet the different proposals to be submitted, handicrafts organized a show room on 22 and 23 May with the participation of 19 partner companies, where the buyers of the stores placed orders worth \$143,272.27.

Las empresas De Colores, Casa de los Gigantes e Innova presented to the buyers of CEMACO some new products developed with the support of the project, specifically these products generated orders totaling \$8,000.00.

Additionally under different craft festivals organized with the supermarket chain Wal-Mart Central America, and considering that soon will be opening the first Hiper Paiz in Tegucigalpa Honduras, we have to coordinate contacts to companies interested in joining this project and select the products that will be presented at that store during the month of August.

## 5.3 Visits from international buyers

The Commission actively promotes potential crafts buyers coming to the country. During this period we received four visits from international buyers from Australia, France, Puerto Rico and the U.S., who were contacted by 15 exporting companies.

The contacts generated during this quarter include:

Buyer	County	Results Achieved
Oxfam Australia / Linda Chalmer	Australia	They visited the country in April and were presented with different options according to requirements, they contacted five export organizations. Generated orders worth \$114,596.60.
Asociación del Sol/ Lisa Vigné	France	Interested in increasing exposure to Guatemalan handicrafts in Paris. They were given information about the sector.
La Chiwinha / Karla y Joel	Puerto Rico	Interested in opening a shop of handicrafts from Guatemala in San Juan Puerto Rico. They were presented with different product options, acquired samples worth \$500.00 to promote them before the store opening.
María Linares	USA	Interested in placing Guatemalan handicrafts in hotels in Spain, has the necessary contacts to carry out this project. He contacted various companies.

#### 5.4 Shops in tourist markets

The store in the Sailfish Marina Puerto de San Jose opened with support from the Alliance for the cruise season from October 2006. The store operations until May 2007 (end of the cruise season) showed the sustainability of the project with reported monthly sales ranging between \$ 3,000.00 and \$ 3,500.00. At the moment the shop is closed because it the cruise season is over; however it will be opening its doors again from October.

The establishment of the store in the Sailfish Marina Port of San José, has encouraged new initiatives similar because they are now making arrangements to stores also at new Aurora International Airport, where we can make available to visitors a varied assortment of quality handicrafts from different regions of the country.

#### 6. Other Post Stan recovery activities

As part of the post Stan recovery activities in three municipalities of the South Basin of Lake Atitlan, executed by Fundación Solar, shares were held focusing on economic recovery in

handicrafts and tourism. These are developed in San Juan La Laguna, San Pablo La Laguna and San Marcos La Laguna.

### **6.1. Establishing community organizations:**

Trainings were conducted for organizational strengthening in this area, focusing mainly on the statutes of associations Kapoj Sajkiy, Ixoq Ajkem of San Juan la Laguna and Young Maya Kaqchikel of San Marcos La Laguna. The topics included in them were: a) aims and objectives of the association, b) rights and obligations of the partners, c) organs of the association, d) powers of the Board, e) development of proceedings and e) types of legal figures. These activities helped to improve the operation of two associative groups who were legalized and registered with the SAT during the last quarter: a) Kakchikel Maya Young Community Association (San Marcos La Laguna) and b) Ajkem Ixoq Association (San Juan la Laguna).

### **6.2. Strengthening administrative capacity:**

CPI implemented workshops on accounting for associations and Ixoq Ajkem and Youth Maya Kaqchikel including the following topics: a) registration with the SAT, b) opening and managing bank accounts, c) petty cash management and d) applications of checkbooks.

Also, we have begun training in Strategic Planning with Associations and Ixoqu Chajil Ch'upup and Ixoqu Ajkem, San Juan La Laguna, including the following topics: development of mission and vision, developing values, corporate objectives and rules of procedure.

### **6.3. Implementation of training programs:**

During this quarter we implemented a series of training courses and technical workshops focused on improving quality of tourism services, product design, and crafts, among others. Listed below are the main courses and workshops implemented:

- i Host Resort Course taught by INTECAP to Community Association Youth Kaqchikel Maya.
- i Processing Course taught by Host Resort Community Association INTECAP to Chajil Ch'upup.
- i In process of implementing Environmental Interpretation course, Camping and Tourist Association Comunitario targeting Rupalaj K'istalin.
- i Implementation of a workshop on profiling of projects aimed at the boards and administrators of Kaqchikel Maya Youth Association, Rupalaj K'istalin, Chajil Ch'upup, Maya Face Trail, Artisans of San Juan, Ixok Ajkem, Lema 'and Qomaneel.
- i Implemented a gender workshop aimed at K'istalin Rupalaj associations, Youth and Chajil Ch'upup Kakchikel Maya.

- i Implemented a total of 18 workshops for the development of new textile designs with a team of weavers from Ixok Ajkem Associations, Lema and Artisans of San Juan, including the following topics: a) textile design methodologies, b) and environment inspiration, c) ideas to design textiles, d) colors, materials, quality testing of tissue samples and examples.
- i 10 trainings were also carried out on the design and development of new products addressing Ajkem Ixok Association.

#### **6.4. Management proposals for economic recovery in selected areas by Hurricane Stan:**

During this quarter, three proposals were developed to complement the activities focused on economic recovery in selected areas: a) Strengthening microenterprise for Community Tourism and creating an environmental awareness program of the Kaqchikel Maya Young Community Association in San Marcos La Laguna (this proposal won second place Premio to Network Rural Productivity Youth 2007, making each receive \$ 5,000 and a scholarship to one of the members of the Association), b) Incentive and Strengthening of the entrepreneurship capacity of the Association of ecotourism guides and Conservation Rupalaj K'istalin through the creation of Mayan Ecological Posadas c) Valuation of Ecosystem Services of the Southern Atitlán Basin: Sustainable Management and Development of Tul ecotourism Circuit Lakeside, Solola, Guatemala.

### **7. Activities funded by Environment DR-CAFTA:**

During this quarter CPI began implementing activities financed by funds from DR-CAFTA Environment focused on managing natural and cultural heritage and marketing sustainable tourism products.

The following describes the progress in each of the proposed activities.

#### **7.1. Adapting Good Practice Guide for Sustainable Tourism for Use with Communities and MSMEs:**

CPI has been in the process of the adaptation of the Guide to Good Practice in Sustainable Tourism for application in rural communities and MSMEs. It will be ready for testing with communities with the 6 environmental modules and work has begun adapting the economy section, which will continue in the next quarter. In the next quarter will be a test at the field level with communities that are in the process of certification and implementation of best practices.

#### **7.2. Development of support materials for the implementation of Good Practices.**

We have provided design support materials for implementing best practices in sustainable tourism, so that information is more accessible to communities and MSMEs.

Once the modules are tested and adapted to field level, will start designing support materials, which may include audiovisual and simplified illustrative brochures.

### **7.3. Training and technical assistance to rural communities in good practices, heritage management, and marketing natural and cultural sites:**

The implementation of technical assistance programs and training in good practices aimed at rural communities will begin in the next quarter and will focus on environmental issues based on the modules adapted and validated by the review committee (formed by Rainforest Alliance, FUNDESA, Green Alliance, CPI and INGUAT).

Regarding the management of natural and cultural heritage, this quarter we advised communities that make community ecotourism route Puerta al Mundo Maya in Chisec, Alta Verapaz, on logistics and coordination for the management of tourist groups focused on minimizing impacts by visitors.

In Petén, in coordination with CPI, Balam Association, ACOFOP and WCS, we facilitated the creation of a draft regulation for the tourism commission of the Carmelite community, located in the Multiple Use Zone of the Maya Biosphere Reserve. This regulation is currently under approval socialization by the community, and includes considerations for minimizing visitor impacts on Route Carmelita - El Mirador.

In the highlands, it was found that one of the main requirements at Chicabal Lagoon is good stewardship of the natural and cultural heritage. For their ecological importance and for being one of the largest spiritual or sacred sites of Guatemala, Chicabal needs attention, as we recognize ASAECO members. Therefore, within the next quarter's goals is to make at least one workshop in this sector, and to facilitate another one in the Lake Atitlan area.

Counterpart has facilitated the development of promotional materials for rural communities. As a first step it has initiated the development of "fact sheets" (see examples in Annex 4) that include information about products and services in communities, photographs and contact information. These are a basic tool that is very useful for designing other promotional materials and web content.

### **7.3. Support to the Ministry of Culture and Sports in the design guidelines for the granting of tourist services in local communities archaeological sites, focusing on sites in protected areas:**

During this quarter there were two coordination meetings with the Ministry of Culture and Sports (one with the Director General of Cultural and Natural Heritage of the Nation and the other with the Head of the Department of Prehispanic and Colonial Monuments). At these meetings it was possible to identify that there is great interest by MICUDE to establish an agreement with the community association AMERICA, formed by the communities surrounding the archaeological site Cancuen, for the provision of travel services and conservation of the archaeological site. Counterpart's proposal focuses on this initiative and allows the creation of a regulatory body defining the procedures, requirements, roles and responsibilities to institutionalize the granting of tourist services in archaeological sites, based



on the experience of the Candelaria Caves National Park. It is important to remember that the case of Cuevas de Candelaria is the only case in which the Ministry has established a partnership with local communities for the protection and management of a tourist area of cultural heritage. However, this was done by a Ministerial Agreement and there are no tools to replicate this initiative.

This proposal has been welcomed as a first step; the MICUDE held an internal meeting with its legal department to establish the possible mechanisms. Subsequently, in July of this year will be a series of workshops in which they will discuss the content and procedures for a regulatory body. For the development of this instrument, we will also invite representatives from INGUAT and CONAP so that we can receive feedback from these institutions also involved with the development of tourism in protected areas.

#### **7.4. Training in sustainable tourism by the Forest Service of the United States of America:**

This training program is part of a regional initiative promoted by the U.S. Forest Service. Counterpart, in coordination with the Peace Corps and INGUAT, has been in communication with Jerry Bauer for planning this activity. It has been proposed that this training takes place in Guatemala in December, as part of the Mesoamerican Conference on Sustainable Tourism to be held in Antigua Guatemala. It is intended that during this training involved community leaders who have designed tourism initiatives can stay after the event, when they will have the opportunity to interact with other regional and specialized tour operators in sustainable tourism.

#### **7.5. Development of a system of records to community destinations**

Counterpart has begun discussions with CONAP and INGUAT to improve the system of official records for community destinations. Both INGUAT and CONAP have made substantial efforts to gather information standardizing criteria from protected areas; however there are still areas for improvement.

Based on the relationship established by CPI with new target groups, mainly in the highlands, it is possible to obtain more feedback and suggestions for improvement.

#### **7.6. Support marketing initiatives.**

*See clause 4. Marketing and Promotion.*

#### **7.7. Geotourism Initiative with National Geographic**

A workshop was held on the initiative directed by Jim Dion's Center for Sustainable Destinations, National Geographic, on April 12, with the participation of representatives of INGUAT, Anacafé, USAID, CPI and ATS. As scheduled, on April 24 was the signature event of the agreement between National Geographic and the Government of Guatemala to implement the initiative, which involved President Oscar Berger and Ambassador of the United States of America (James Dirham) as witnesses of honor (see Annexes 5 and 6).

Progress has been made in aligning the Guatemala nominations that INGUAT supported and designing strategies for collecting nominations for the implementation of an overall campaign to local pride.

### **7.8. Integrated tourism pilot project design and craftsmanship**

CPI has initiated contact with tourism service providers and members of the Commission to identify AGEXPORT Crafts that can supply the needs of the tourism sector. For the moment, we have identified some products (such as: jars of clay, cork and wood) that could be chained with tourism businesses. During the next quarter CPI will monitor these initiatives in order to strengthen the link between tourism and craft.

Analysis also continues on the implementation of a pilot project to redecorate a tourism business with local crafts. CPI is intended to support the pilot that can become a model to be replicated and marketing point of crafts.

### **7.9. Construction of tourist vision and planning for Izabal:**

As previously reported, CPI is coordinating the project Strengthening the Business Management and Tourism Cluster Promotion Department of Izabal supported by the European Union and the Ministry of Economy, executed by FUNDAECO. CPI will support the monitoring of this initiative, upon completion of planning workshops scheduled in the region. So far we have implemented only a workshop, and the second, originally planned for June 29 was rescheduled.

The following table presents the main results achieved in this quarter based on the monitoring and evaluation plan. The breakdown of these is presented in Annex 1.

<b>Indicator</b>	<b>Planned Fiscal Year 07</b>	<b>Achievements of the Third Quarter (April - June 2007)</b>	<b>Observations</b>
<b>Income</b>	\$1,975,000	\$ 1,451,159.30	<i>See table in Annex 1</i>
From tourism	\$1,475,000	\$ 1,179,301.34	<i>See table in Annex 1</i>
From crafts	\$500,000	\$ 271,857.96	<i>See table in Annex 1</i>
Projected tourism and craft projects Dacrédito	0	0	
<b>Jobs</b>	1450	9	
Men		7	
Women		2	
Indigenous		9	
Non Indigenous		0	
<b>Number of domestic visitors</b>	250,000	6,427	<i>See table in Annex 1</i>
<b>Number of international tourists</b>	12,500	5,229.00	<i>See table in Annex 1</i>

<b>Tourists without a known nationality</b>		60,298.00	<i>See table in Annex 1</i>
<b>Number of MSMEs created</b>	65	0	
<b>Strengthening of local tourism and craft</b>	20	114	<i>See table in Annex 1</i>
<b>Appropriations available for tourism and crafts</b>	\$5,000,000	0	
<b>Leverage</b>	\$7,446,677	\$124,583.22	<i>See table in Annex 1</i>

# ANNEX 1. DETAILED INDICATORS

REVENUE	From Toursim (US \$)	Handcraft (US \$)	Total (US \$)
AGRETUCHI	16,252.92	-	16,252.92
Comisión de Turismo Concesiones Forestales *		-	-
CETs	1,086,080.10	-	1,086,080.10
CATs	-	-	-
Ak'Tenamit	15,440.67	2,789.09	18,229.76
Proyectados Dacrédito			-
Comisión de Artesanías		269,068.87	269,068.87
Fundación Solar	4,727.65		4,727.65
Proyecto Pavo	56,800.00	-	56,800.00
Other (Paso Caballos)		-	
<b>TOTAL</b>	<b>1,179,301.34</b>	<b>271,857.96</b>	<b>1,451,159.30</b>

*\*The persistent problems of organization  
and Carmelita Paso Horses have failed to  
keep track of income and tourists..*

EMPLOYMENT	Men	Women	Indigenous	Non-Indigenou	Total
AK'Tenamit	7	2	9	0	9
Dacrédito					0
<b>TOTAL</b>	<b>7</b>	<b>2</b>	<b>9</b>	<b>0</b>	<b>9</b>

NATIONAL TOURISTS	#
AGRETUCHI	3,506.00
AK'TENAMIT	2,816.00
IEWMS - Proyecto Pavo	-
FUNDESA	
Fundación Solar	105.00
Comisión de Turismo en Concesiones Forestales	-
<b>TOTAL</b>	<b>6,427.00</b>
Visit Page <a href="http://www.guatemalaenvivo.com">www.guatemalaenvivo.com</a>	

INTERNATIONAL TOURISTS	#
AGRETUCHI	171
AK'TENAMIT	4,201
IEWMS	30
FUNDESA	*
Fundación Solar	827
Comisión de Turismo en Concesiones Forestales	
<b>TOTAL</b>	<b>5,229.00</b>

**TOTAL**

<b>* Visitors Undetermined</b>	<b>#</b>
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FUNDESA	60,298.00
<b>TOTAL</b>	<b>60,298.00</b>

<b>ORGANIZATIONS STRENGTHENED</b>	<b>#</b>
AGRETUCHI	6
Comisión de Turismo en Concesiones Forestales	1
FENATUCGUA	4
CATs	
Dacrédito	
Comisión de Artesanías	0
CETs (Empresas Socias)	97
Proyecto Pavo	2
Fundación Solar	4
Otras	
<b>TOTAL</b>	<b>114</b>

<b>CREDITS FOR TOURISM AND CRAFTS</b>	<b>Q.</b>
Dacrédito	-
<b>TOTALES</b>	<b>-</b>

<b>APALANCAMIENTO DE FONDOS</b>	<b>US \$</b>
Ak'Tenamit	13,454.15
Comisión Artesanías AGEXPORT	15,328.66
FUNDESA	50,584.41
Fundación Solar	31,766.00
Proyecto Pavo	13,450.00
<b>TOTAL</b>	<b>124,583.22</b>



Listado de Estudiantes 2007  
Perito en Turismo Sustentable  
Asociación Ak' Tenamit

Annex 2

<b>4th EXPERT IN TOURISM</b>		<b>5th EXPERT IN TOURISM</b>	
1	Alfonso Coc Tzir	1	Angelica Ico Ical
2	Ana Florinda Beatriz Xol Pop	2	Arnoldo Ax Chun
3	Ana Leticia Gutierrez Caal	3	Domingo Caal Coc
4	Bayron Rufino Chub Chub	4	Elsa Dina Juc Suc
5	Carlos Arnulfo Mo Paná	5	Elvia Andrea Bo Macz
6	Catarina Elizabeth Us Hernandez	6	Iris Floridalma Chub Rodriguez
7	Catarina Paauxol	7	Irma Sub Caal
8	Cesar Enrique Pop Choc	8	Jorge Bo Cucul
9	Claudia Lisseth Quinich Chub	9	Jose Domingo Caal Tun
10	Cristina Macz Coc	10	Leonel Xi Rax
11	Edgar Leonel Xo Caal	11	Mario Rolando Xol Caal
12	Elias Chub Coc	12	Marta Caal Caal
13	Federico Coc Tzalam	13	Marta Julia Tiul Cabnal
14	Felipe Chub Jolomna	14	Pablo Rax Tun
15	Feliza Agripina Cao Cho	15	Ricardo Mucu Maas
16	Fernando Perez Cucul	16	Saira Nineth Dionicio Cucul
17	Fidel Quinich Chocooj	17	Valeriano Chub Chub
18	Francisco Maas Choc	18	Victor Humberto Caal Caal
19	Fredy Orlando Caal Caal		
20	Gilberto Coc Choc		
21	Herlindo Caal Coc		
22	Herodes Cucul Sacba		
23	Israel Chub Tec		
24	Jennifer Lisseth Tot Choj		
25	Joaquin Maquin Bolom		
26	Jose Xol Coc		
27	Manuel de Jesus Mucu Maas		
28	Maio Eduardo Xo Bol		
29	Marco Tulio Chun Tiul		
30	Marco Vinicio Vega Pop		
31	Miguel Angel Coc Cuz		
32	Mirza Adela Shol Cucul		
33	Olimpia Caal Maquin		
34	Olivero Ramiro Us Tiño		
35	Oscar Chub Chub		
36	Pedro De la Cruz Perez		
37	Raul Gonzalo Ical Rax		
38	Rene Caal Caal		
39	Rigoberto Chub Chub		
40	Sandra Maribel Perez Pop		
41	Santos Anibal Yat Coc		
42	Sebastian Mucu Chub		
43	Sulma Yessenia Dionicio Cucul		
44	Tomas Choc Choc		
45	Ubaldo Rigoberto Chub Chub		
46	Vilma Estela Poou Asig		
		<b>6th EXPERT IN TOUSIM</b>	
		1	Arnulfo Caal Cho
		2	Augusto Ical Rax
		3	Blanca Estela Ical Bolom
		4	Everando Bolom Yaxcal
		5	Griselda Izabel Chub Yaxcal
		6	Herlinda Chub Rodriguez
		7	Irma Caal Bolom
		8	Leonel Shol Cholom
		9	Marta Lidia Guanche Cortez
		10	Mauricio Osorio Tecu
		11	Silvia Lajuj Sanchez
		12	Walter Amilcar Choc Contreras

Listado de Estudiantes 2007  
Perito en Turismo Sustentable  
Asociación Ak' Tenamit

47	Wilmer Rodolfo Cuxum Caal
48	Zoila Delfina Xol Cho

**Annex 3**  
**Examples of benefits of certification for certified companies in 2004**

**a) Ventas**

Empresa	Ventas Promedio 2004	Ventas Promedio 2005	Ventas Promedio 2006
Hotel Ecológico Salvador Gaviota, Livingston, Izabal	Q. 150,000	Q. 235,000	Q. 300,000
Martsam Travel	Q1,880,000	2,500,000	Q3,000,000
Casa Don Ismael	Q130,000	Q140,000	Q150,000
Restaurante Buga Mama	Q150,000	Q165,000	Q193,000
La taquiza	Q30,000	Q50,000	Q90,000
Hotel Ajau	Q410,000	Q430,000	Q450,000
Casa de Maco	Q24, 000	Q48,000	Q72,000
Hotel Villa Antigua	Q2,995,000	Q3,400,000	Q4,000,000
La Lunada	Q36,000	Q40,000	Q42,000
Restaurante Capitán Tortuga, Petén	Q.1,200.000,00	Q.2,340.000,00	Q.3,000.000,00

**b) Número de empleados**

Empresa	Empleados 2004	Empleados 2005	Empleados 2006
Hotel Ecológico Salvador Gaviota, Livingston, Izabal	2	3	5
Casa de Don Ismael	4	4	4
Restaurante Buga Mama	5	5	5
Restaurante Capitán Tortuga, Petén	10	14	25
La Taquiza	2	2	2
Hotel Ajau	8	8	8
Martsam Travel	6	8	10
Casa de Maco	1	2	2
Explore	2	4	20
Villa Antigua	185	190	210

## **Anexo 4** **Example of Destination Community Fact Sheets**

**Ficha informativa**

**SAN JUAN LA LAGUNA**

Asociación de Guías de Turismo  
Rupalaj K'istalin





**San Juan la Laguna**  
El lugar donde los Textiles Viven

**Descripción de Actividades**

El lago de Ahilán, considerado uno de los más bellos del mundo, resguarda entre cerros y montañas el poblado de San Juan la Laguna, donde los Tz'ujiles viven. Aquí los tz'ujiles han conservado por mucho tiempo tradiciones ancestrales y maravillas naturales únicas. Un grupo de tz'ujiles formó la Asociación de Guías de Ecoturismo Rupalaj K'istalin, organización comunitaria 100% local que promueve sitios

actividades y costumbres propias de esa cultura, con el fin de ponerla en valor y conservarla, junto con los recursos naturales de la región. San Juan la Laguna es una nueva opción para los visitantes interesados en un turismo distinto de alta calidad y al mismo tiempo respetuoso, colaborador e involucrado con el desarrollo local tanto del ambiente, como de las manifestaciones y cultura en general.

**Tours**

Rupalaj K'istalin ofrece la posibilidad de escoger entre dos recorridos en compañía de verdaderos guías comunitarios, quienes comparten la gran herencia de su cultura local.

**Recorrido Cultural de convivencia con la Cultura Tz'ujil**

Este recorrido permite al visitante conocer un poco más acerca de las tradiciones culturales, artesanales y artísticas por las cuales se destaca la cultura Tz'ujil.

**Textiles**

Descubra cómo un grupo de mujeres ha mantenido vivo el tejido de tejidos a base de plantas nativas. Aquí el visitante será testigo de cómo se consiguen los tintes y de cómo se aplican éstos a fascinantes productos típicos. El resultado final son telas con tonos multicolores bien definidos que despiertan sentimientos de paz y alegría en quienes los adquieren.

Como en otros pueblos aledaños, en San Juan también se elaboran textiles en telares de cintura

y de pie. Estas técnicas, aparentemente complicadas, se convierten en juegos sencillos para las mujeres tz'ujiles quienes demuestran su destreza en la confección de distintas prendas típicas que ofrecen a los viajeros. El visitante más interesado puede incluso aprender a dominar estas técnicas de producción con una auténtica maestra tz'ujil y así enriquecer su conocimiento y experiencia de viaje.





**Plantas Medicinales**

El uso armónico de los recursos naturales forma parte de la cultura de San Juan. Un grupo de mujeres ha mantenido por generaciones la fabricación de productos naturales a base de plantas. Los secretos mejor guardados se comparten cuando con los visitantes hacen un recorrido por el huerto local, probando texturas y olores que ayudan a conocer mejor la naturaleza local. Los extractos de las plantas son usados para elaborar pomadas, jabones, champús y otros productos que tienen propiedades reconfortantes y curativas.

**Museo a cielo abierto**

Con el objetivo de perpetuar las actividades cotidianas, costumbres, ceremonias y tradiciones más arraigadas de la población de San Juan, un conjunto de pintores ha elaborado una serie invaluable de obras que han convertido a las calles de San Juan en una auténtica galería a cielo abierto. Durante la visita de San Juan la Laguna el visitante irá apreciando en sus calles, bellas representaciones murales de calidad que reflejan el arte y la cultura sanjuanera.

**Pesca tradicional**

Los pescadores de San Juan se muestran excepcionalmente amigables con los visitantes y dispuestos a compartir experiencias mientras trabajan en forma conjunta. Además del movimiento arrullador del cayuco de madera, el visitante puede deleitarse con cuentos y leyendas narradas por su acompañante o simplemente con un chapuzón entre aguas claras.

**Religión**

La vida religiosa de San Juan, permite también apreciar la interesante mezcla entre costumbres religiosas cristianas y autóctonas. Por un lado se puede visitar una cofradía, hogar de la famosa deidad conocida como Maximón. Este famoso personaje es atendido cuidadosamente pues se le atribuyen numerosos milagros y dones especiales. Por otro lado, la iglesia católica de arquitectura colonial erguida en piedra, representa la fe cristiana de los sanjuaneros.





### Círculo Natural: Escenarios y Naturaleza

La geografía volcánica de la cuenca del lago de Atitlán ha permitido la formación de impresionantes cerros, montañas y volcanes. Para quienes gustan de caminar, San Juan ofrece la posibilidad de pasear por senderos que mientras ascienden permiten descubrir escenarios con cielos azules y aguas turquesas.



#### Rostro Maya - Rupalaj K'istalin

El reto principal es conocido como "Rostro Maya" que traducido al tz'ujil da el nombre a la asociación de guías de turismo: Rupalaj K'istalin.

En los recorridos al rostro maya los visitantes experimentan una interesante mezcla de apreciación del paisaje, rituales y acciones para conservar los recursos naturales. Al principio del recorrido los visitantes conocen el vivero de plantas nativas, en el cual se reproducen cuidadosamente muchas especies. Luego cada quien puede escoger un árbol el cual lleva al cerro para participar en una ceremonia maya. Al

final de la ceremonia los turistas siembran su árbol, contribuyendo a los esfuerzos de reforestación en el cerro.

Para quienes gustan de la aventura extrema, el parque municipal Panajachel es el sitio ideal. En una caminata de tres horas y media por majestuosos bosques y paisajes, todo el esfuerzo es premiado al alcanzar un sitio alto, rodeado de exuberante vegetación y paz.

San Juan la Laguna premia a los observadores de aves con una gama de especies difíciles de apreciar en otros sitios. Los guías locales ayudan y facilitan la experiencia.



### Información adicional

**¿Cómo llegar?** Por agua: La lancha se toma en Panajachel o en San Pedro, el viaje desde Panajachel Muelle Tzanjuyu dura aproximadamente 20 minutos.

Por tierra: Puede llegar en una carretera asfaltada, desde el cruce en el Km. 195 de la Carretera Interamericana. El viaje dura aproximadamente 3 horas desde la Ciudad Capital y 2 horas desde Guetzaltenango.

Para mayor información, comuníquese a:  
Tels. (502) 5964-0040  
o escribenos a: rupalajkistalin@yahoo.es  
Visítanos en:

[www.METERDIRECCION.com](http://www.METERDIRECCION.com)

¿Dónde queda?





Ficha informativa

## PUERTA AL MUNDO MAYA



**Puerta al MUNDO MAYA**  
Aventuras de ecoturismo comunitario  
auténtico en un ambiente natural exquisito

### Descripción del Circuito

Puerta al Mundo Maya son seis destinos de ecoturismo comunitario en Chisec, Alta Verapaz, los cuales ofrecen una nueva opción para los visitantes aventureros. Los atractivos de Puerta al Mundo Maya destacan por ser de auténtica aventura y entre ellos se pueden mencionar sitios arqueológicos en proceso de investigación, cuevas de incomparable belleza: nos entre la selva, nos subterráneos, impresionantes lagunas cristalinas, gran diversidad de flora y fauna, así como la oportunidad de disfrutar de la hospitalidad y tradiciones de la cultura Q'eqchi'.

Puerta al Mundo Maya se encuentra sólo tres horas al sur de Flores y una hora y media al norte de Cobán. Es muy fácil llegar ya que la carretera está asfaltada y existen servicios de transporte público y privado desde Cobán y desde Flores.

Los turistas que visitan Puerta al Mundo Maya contribuyen a la conservación de los invaluable recursos (naturales y culturales) de la región y a mejorar el nivel de vida de las comunidades locales.

### Lagunas de Sepalau

Las Lagunas de Sepalau son cuatro impresionantes lagunas desarrolladas en un paisaje de rocas calizas y selva. En sus aguas cristalinas de color turquesa los turistas pueden bañarse o navegar en balsas y kayaks. Están localizadas a sólo ocho kilómetros del pueblo de Chisec.



### Cuevas B'amb'il Pek y Jul'iq'

Jul'iq' y B'amb'il Pek son dos sistemas de cuevas impresionantes en donde puedes observar formaciones extraordinarias como estalactitas y estalagmitas, restos de cerámica Maya y las primeras pinturas rupestres encontradas en una cueva de Guatemala. B'amb'il Pek es el destino favorito de los más aventureros ya que pueden bajar a la cueva por medio de una cuerda a rappel. Ambas cuevas están localizadas a sólo dos kilómetros del pueblo de Chisec por carretera asfaltada.

### Río San Simón

El Río San Simón corre entre altos paredones de piedra caliza y un exuberante bosque que lo convierten en el escenario perfecto para realizar recorridos acuáticos flotando sobre tubos. Está ubicado a sólo dos kilómetros de Chisec por carretera asfaltada.



### Candelaria Camposanto

Esta comunidad ofrece visitas a dos impresionantes cuevas que forman parte del Parque Nacional Cuevas de Candelaria. Se puede hacer un interesante recorrido a pie a través de una cueva seca, o bien un emocionante recorrido acuático, flotando sobre tubos, en una sección subterránea del Río Candelaria. ¡Aventura garantizada! Candelaria Camposanto también cuenta con un hotel ecológico que ofrece servicios con hospitalidad Q'eqchi'. Está ubicada entre Chisec y Raxruhá, en el kilómetro 309 sobre la carretera asfaltada.



### Muchilhá\* 1

Este destino también forma parte del Parque Nacional Cuevas de Candelaria. Las visitas a las cuevas pueden incluir un recorrido en tubos por el río subterráneo y la visita a pie a una cueva seca de impresionantes dimensiones. En estas cuevas se puede visitar 'El Jardín', una formación única que combina cueva y bosque. Una excelente opción es quedarse a dormir en el eco-lodge Peña del Tigre, atendido con hospitalidad Q'eqchi'. El acceso a la comunidad requiere caminar unos 20 minutos a través de senderos que requieren cierto nivel de esfuerzo.

### Sitio Arqueológico Cancuen

Ubicado en las márgenes del río La Pasión en Sayaxché, Petén, el sitio arqueológico Cancuen fue un importante centro comercial en tiempos prehispánicos entre las tierras altas de Guatemala y las tierras bajas de Petén y México. Un destino ideal para quienes gustan de la arqueología y de la naturaleza. Para llegar desde Chisec se recorren 36 kilómetros sobre carretera asfaltada hasta llegar a Raxruhá. Allí inicia una carretera de terracería de 16 kilómetros hasta llegar a la comunidad de La Unión. Allí se deja el carro y se aborda una lancha hacia el sitio arqueológico (30 minutos de recorrido en lancha).



### Información adicional

Para visitar los destinos se recomienda llevar ropa fresca y cómoda, zapatos cómodos para caminar (recomendamos botas debido a la humedad), tenis viejos o zapatos de agua si se harán los recorridos acuáticos, crema bloqueadora de sol, gorra, repelente contra insectos y si se visita Cancuen. Los precios por servicios en los destinos varían entre Q20 y Q40 dependiendo de las actividades que se realicen.

**Asociación Guatemalteca de Turismo de Chisec (AGRE TU CHI)**  
Tel: (502) 5978-4455  
e-mail: info@puertamundomaya.com

[www.puertamundomaya.com](http://www.puertamundomaya.com)

*¿Dónde queda?*





**Anexo 5. List of links at signing event and coverage of Geotourism Charter in Guatemala.**

<http://dca.gob.gt:85/archivo/070425/>

<http://dca.gob.gt:85/archivo/070427/opinion1.htm>

<http://www.sigloxxi.com/index.php?link=noticias&noticiaid=10794>

<http://www.lahora.com.gt/v1/imprime.php?idcontenido=9382>

<http://www.visitguatemala.com/nuevo/eventos.asp>

<http://www.guatemala.gob.gt/noticia.php?codigo=307&tipo=1>

<http://guatemala.travelreality.com/home.asp?Destino=Guatemala&Categoria=Noticias&AlbumID=1610&Pagina=1>

<http://www.destinosblog.com/216/guatemala-firma-convenio-con-national-geographic/>

<http://it.news.yahoo.com/26042007/201/turismo-guatemala-accordo-per-promozione-geoturismo.html>

<http://www.caribbeanewsdigital.com/SPANISH/News.aspx?Id=16419>

<http://www.prensalibre.com/pl/2007/abril/25/169151.html>

<http://telediario.tempdomainname.com/index.php?id=2129&tim>

<http://www.serfanet.com/inguat/>

## Annex 6. Photographs

### Geotourism Charter Signing April 24, 2007







**Sub Commission of Tourism in Sololá**





**CPI team meeting in Petén. Field visit to Uaxactún**

